



Tobacco Tid-Bits

Southwest Washington Health District

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Smoking Bigger Risk than Originally Thought

The tobacco epidemic is big and more deadly to smokers and nonsmokers than proven before, according to the most comprehensive study on smoking ever undertaken. One half of all persistent cigarette smokers are eventually killed by a tobacco-caused disease and half of these deaths occur in middle age (35-69 years old). The study confirms a previous suspicion by firmly linking smoking to stomach, liver, cervical and kidney cancer as well as myeloid leukemia. Tobacco is the largest cause of preventable cancer around the world. It also reveals the first definitive evidence that secondhand smoke causes lung cancer and exposes nonsmokers to the same deadly carcinogens as active smokers. Scientific evidence continues to support the benefits of cessation at any age. Most of the harmful effects are avoided if smoking is stopped in the early 30's, but reduction in risk is obtained even when smoking is stopped later in life. A scientific group of 29 experts convened by the United Nations' International Agency of Research on Cancer (IARC), part of the World Health Organization, conducted the study. www.iarc.fr/ go to press releases.

TATU Spreads Important Message

Jason Lee and Alki middle school students got an important lesson to take home for the summer— don't smoke! Right before school let out members of Columbia River and Skyview High Schools' TATU teams gave presentations to middle school 6th graders. TATU presentations by Columbia River's Dry River Prevention Club were eagerly received by Jason Lee students, and according to *Dinah Jo Brosius, Intervention Specialist Vancouver School District*, the teens really enjoyed working with the 6th graders. Skyview TATU members took advantage of World No Tobacco Day to speak with Alki sixth graders. "The staff liked one of our teams presentations so much they chose to videotape the presenters to show the whole school," said Dinah. Dinah wants to thank everyone who has worked so hard to make TATU possible.



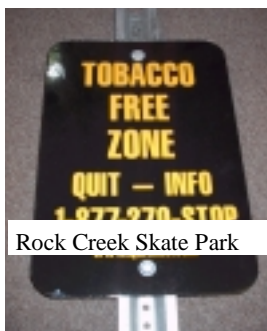
Mrs. Oregon 2002 Promotes Youth Tobacco Prevention Programs

Tobacco Tid-Bits editor and tobacco prevention volunteer, Kimberly Nelson was recently crowned Mrs. Oregon United Nation 2002. "I competed in the pageant as a way to promote an issue I feel strongly about— youth tobacco prevention," said Kimberly. "So far the response has been tremendous. It is a wonderful way to reach kids." Kimberly has talked about her platform on AM Northwest, in the Oregonian, the Wilsonville Spokesman, and to many youth groups. She hosts the television show NW Living on AT&T Broadband channel 14. AT&T will produce a public service announcement showing Kimberly speaking to youth about tobacco at the YMCA in Vancouver, that will air throughout the cable system in Oregon and Washington. She is available for appearances at tobacco related events. Contact the state pageant headquarters: 503.699.6290.

New Smokefree Dining Guide

A smoke-free dining guide work group has been formed to produce the second edition of the SMOKEFREE DINING GUIDE OF SOUTHWEST WASHINGTON. Members of the workgroup are from CC2010, American Lung Association, SWWMC, SWWHD and a restaurant owner. Anyone willing to participate and provide input is welcome. Please contact Lydia Merrigan at the Southwest Washington Health District: 360.397.8215 x3025 Lmerriga@SWWHD.WA.GOV

Two New Tobacco Free Zone Signs Erected



Rock Creek Skate Park

Both Vancouver and Stevenson celebrated World No Tobacco Day by unveiling new permanent tobacco free zone signs. Vancouver Mayor Royce Pollard and Representative Bill Fromhold helped the youth group BREATHE unveil their sign at Vancouver's skate park. The sign, which was designed by BREATHE members, announces that the park is a "Voluntary Tobacco Free Zone," and promotes the Washington Quit Line to underage smokers. In Stevenson, Skamania County Commissioners passed a proclamation that was

read at their sign unveiling. Their sign, which stands at the Rock Creek skate park, reads "Tobacco Free Zone" and also promotes the Quit Line number. Sign sponsors include the Tobacco Free Coalition of Skamania County and CMASA (Community Mobilization Against Substance Abuse). Youth smoking at both skate parks jeopardized the health of all skate park participants. The aim of these signs is to encourage a smoke-free environment and alert young smokers about the toll-free Quit Line.

**VOLUNTARY
TOBACCO
FREE
ZONE**

QUIT - INFO
1-877-270-STOP

**Quit Line
877-270-STOP
877-2 NO FUME
1-877-777-6534 (TTY)
www.quitline.com**

New European Warning Labels to Take Effect on October 1, 2002

Belgium will soon have the largest health warnings on cigarette packs in the world. European Union Directive 2001/37/EC requires new larger warnings on packs. Most countries are required to place warning labels that cover between 30 and 62% of the cigarette pack surface. Countries with more than one language must cover a larger area. Belgium has three official languages. *Luk Joossens, spokesperson of the Belgian Coalition Against Tobacco.*

Help Get the Word out

Readers you can help us get the word out about the Quit Line to your various organizations. Just call or e-mail James Lanz with the names of the people responsible for publishing bulletins or newsletters in organizations that you belong to— including faith communities, clubs, recreation groups and employers. James will follow up your suggestions and attempt to get an article about the Quit Line published in these various bulletins & newsletters. James can be reached at 360.397.8416 or jlanz@swwhd.wa.gov.

Helena Montana Enacts Strict Smoking Ban

Helena Montana is blowing secondhand smoke out of town. They are the latest city to enact a serious smoking ban that does not overlook bars, restaurants or casinos. They had a huge voter turnout and the ordinance passed with 62% of voters supporting the smoking ban.

Social Marketing Training Opportunity

Nationally known social marketing expert and co-author of the new book "Social Marketing: Improving the Quality of Life", will be the guest speaker at a social marketing training in September. Social marketing is the use of marketing techniques to advance a social cause, idea or behavior using the same strategies employed by commercial marketing firms and advertisers to sell products. Social marketing moves us away from asking "what do our clients need?" to asking "what do our clients want?" Tobacco Education & Prevention staff in SW Washington and the Portland metro area—Multnomah, Washington and Clackamas counties are invited. The training is happening Wednesday & Thursday, September 18-19, 9 AM-4 PM at James Parsley Center, Vancouver. Registration brochures will be mailed in early August. Cost is \$75 (tentative) for the training, notebook, lunch and snacks both days. For more information contact Theresa Cross: 360.397.8215 x3178.

Relay for Life

"One of the most exciting and fun ways that people can get involved with the American Cancer Society is through our signature activity, the Relay for Life," said Erin Wilson, ACS Community Cancer Control Manager. "The Relay For Life is an opportunity for communities to take up the fight against cancer. Participants form teams, recruit sponsors and attend one of thousands of events nationwide each summer." Vancouver's Relay for Life will be held July 20-21 from 10 AM to 10 AM at Columbia River High School. Marilyn Dryke is the Event Chair, Gail Helland is the Cancer Control Volunteer, and Shaney Storie Wanner and Emily Satterlee are the American Cancer Society Staff Partners. If you are interested in participating as a team member contact: Shaney at 503.795.3931.

Calendar of Events

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| July 13, | Saturday in the Park— Vancouver's Gay Pride Celebration. Esther Short Park, noon–8 PM. Featuring a tobacco cessation booth hosted by the Southwest Washington Health District. They will be handing out tobacco Quit Kits. |
| July 16, | Cessation Task Force meeting. ESD 112, Cowlitz rm. 2:30–4:00 PM. Contact: Pam Johnston, 360.750.7500 x133 |
| Jul 20-21 | Relay for Life. Columbia River High School, Vancouver, 10 AM –10 AM. Contact: Shaney 503.795.3931. |
| July23-26 | Tobacco cessation program for tobacco cited youth in Camas and Washougal. Camas Police Department. Contact: Glenn Hartman, 360.817.4496 |
| Aug 5-8, | Tobacco cessation program for tobacco cited youth in Camas and Washougal. Camas Police Department. Contact: Glenn Hartman, 360.817.4496 |

Please let us know if you have any calendar items you would like posted here.